

04-03-01

A

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TO:

Assistant Commissioner for Patents  
Washington, D.C. 20231ATTY. DKT. NO.  
T721-22

## PATENT APPLICATION TRANSMITTAL

Transmitted herewith for filing is the patent application of:

INVENTOR(S): Charles A. Eldering, Gregory C. Flickinger and John A. Schlack

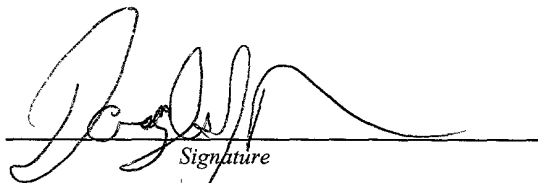
TITLE: GROUPING OF ADVERTISEMENTS ON AN ADVERTISING CHANNEL IN A TARGETED ADVERTISING SYSTEM

Enclosed are the following papers required for a filing date under 35 CFR §1.53(b):

- ☒ Specification 30 pages
- ☒ Claims 6 pages
- ☒ Abstract 1 pages
- ☒ Drawings 9 sheets ☒ formal ☐ informal

The following additional papers are enclosed:

- ☒ Fee Transmittal
- ☒ Declaration and Power of Attorney
- ☒ Applicant Claims Small Entity Status. See 37 CFR 1.27
- ☐ Information Disclosure Statement ☐ Form PTO-1449
- ☒ Assignment and Cover Sheet
- ☐ Other:

Dated: 4/02/01Expanse Networks, Inc.  
300 North Broad Street  
Doylestown, PA 18901  
(215) 340-6900


Signature

Douglas J. Ryder, Reg. No. 43,073

27832

PATENT TRADEMARK OFFICE



# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

FEE TRANSMITTAL			
SERIAL NUMBER UNKNOWN	FILING DATE UNKNOWN	FIRST NAMED INVENTOR ELDERING	ATTY DKT NO. T721-22
TITLE GROUPING OF ADVERTISEMENTS ON AN ADVERTISING CHANNEL IN A TARGETED ADVERTISING SYSTEM		ART UNIT UNKNOWN	EXAMINER UNKNOWN

## FEE CALCULATION (fees effective 3/30/01)

### 1. FILING FEE

Large Entity Fee Code	Small Entity Fee Code	Fee Description	Amount
<input type="checkbox"/> 101	<input checked="" type="checkbox"/> 201	Utility filing	355.00
<input type="checkbox"/> 106	<input type="checkbox"/> 206	Design filing fee	
<input type="checkbox"/> 107	<input type="checkbox"/> 207	Plant filing fee	
<input type="checkbox"/> 108	<input type="checkbox"/> 208	Reissue filing fee	

**SUBTOTAL (1)**      **\$ 355.00**

### 2. CLAIMS

		Previous Paid	Extra	Fee	Amount
Total Claims	24	- 20 =	4	x 18.00 =	72.00
Independent Claims	2	- 3 =	0	x 80.00 =	0.00
<input type="checkbox"/> Multiple Dependent Claims					0.00
<input checked="" type="checkbox"/> Small Entity Status (50% Reduction)					
<b>SUBTOTAL</b>					<b>36.00</b>

**SUBTOTAL (2)**      **\$36.00**

### 3. ADDITIONAL FEES

Large Entity Fee Code	Small Entity Fee Code	Fee Description	Amount
<input type="checkbox"/> 105	<input type="checkbox"/> 205	Surcharge-late filing fee or oath	
<input type="checkbox"/> 139	<input type="checkbox"/> 139	Non-English specification	
<input type="checkbox"/> 147	<input type="checkbox"/> 147	for filing a Request for Reexamination	
<input type="checkbox"/> 112	<input type="checkbox"/> 112	Requesting publication of SIR prior to Examiner Action	
<input type="checkbox"/> 113	<input type="checkbox"/> 113	Requesting publication of SIR after Examiner Action	
<input type="checkbox"/> 115	<input type="checkbox"/> 215	Extension for response within first month	
<input type="checkbox"/> 116	<input type="checkbox"/> 216	Extension for response within second month	
<input type="checkbox"/> 117	<input type="checkbox"/> 217	Extension for response within third month	
<input type="checkbox"/> 118	<input type="checkbox"/> 218	Extension for response within fourth month	
<input type="checkbox"/> 119	<input type="checkbox"/> 219	Notice of Appeal	
<input type="checkbox"/> 120	<input type="checkbox"/> 220	Filing a brief in support of an appeal	
<input type="checkbox"/> 121	<input type="checkbox"/> 221	Request for oral hearing	
<input type="checkbox"/> 138	<input type="checkbox"/> 138	Petition to institute a public use proceeding	
<input type="checkbox"/> 140	<input type="checkbox"/> 240	Petition to revive unavoidably abandoned application	
<input type="checkbox"/> 141	<input type="checkbox"/> 241	Petition to revive unintentionally abandoned application	
<input type="checkbox"/> 142	<input type="checkbox"/> 242	Utility issue fee (or reissue)	
<input type="checkbox"/> 143	<input type="checkbox"/> 243	Design issue fee	
<input type="checkbox"/> 144	<input type="checkbox"/> 244	Plant issue fee	
<input type="checkbox"/> 122	<input type="checkbox"/> 122	Petitions to the Commissioner	
<input type="checkbox"/> 126	<input type="checkbox"/> 126	Submission of Information Disclosure Statement	
<input type="checkbox"/> 581	<input type="checkbox"/> 581	Recording each patent assignment per property	
<input type="checkbox"/> 114	<input type="checkbox"/> 214	Provisional Application filing	
Other fee (specify)			
Other fee (specify)			

**SUBTOTAL (3)**

**\$0.00**

## METHOD OF PAYMENT (check one)

**TOTAL AMOUNT OF PAYMENT**

**\$ 391.00**

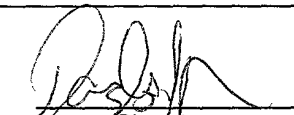
☒ The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:  
 Deposit Account Number: 501535  
 Deposit Account Name: EXPANSE NETWORKS, INC.  
☒ Charge any Additional Fee Under 37 CFR 1.16 and 1.17  
☐ Charge the Issue Fee set in 37 CFR 1.18 at the Mailing of the Notice of Allowance. 37 CFR1 311(b)

☒ Payment Enclosed:  
☐ Check  
☐ Money Order  
☐ Other:

Office use only:

**SUBMITTED BY**

Douglas J. Ryder

  
Signature

  
Date

43,073  
Reg. Number

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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TITLE GROUPING OF ADVERTISEMENTS ON AN ADVERTISING CHANNEL IN A TARGETED ADVERTISING SYSTEM		ART UNIT UNKNOWN	EXAMINER UNKNOWN

Assistant Commissioner for Patents  
Washington, D.C. 20231

CERTIFICATE OF MAILING (37 CFR 1.10)

Express Mail Label Number : EF096210025US

Date of Deposit : 02 April 2001

I hereby certify that the following *attached* paper or fee:

Patent Application; including Specification (30pp.), Claims (6pp.), Drawings (9pp.), and Abstract (1p.).

is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Assistant Commissioner for Patents, Washington, D.C. 20231.

  
Laura J. Kelly